

ANALISIS PESAN NILAI MORAL DALAM FILM KARTUN NUSSA RARA, UPIN IPIN DAN RIKO THE SERIES

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ABSTRAK

Turunnya moral pada anak salah satunya disebabkan kurangnya tanyangan edukasi untuk anak sehingga anak menonton tanyangan yang kurang baik bagi usianya. Hadirnya film kartun Nussa Rara, Upin Ipin dan Riko The Series hadir sebagai solusi atas kecemasan orang tua yang minimnya tanyangan edukasi untuk anak dan jarang sekali film kartun yang menawarkan kebaikan, terutama yang syarat akan nilai-nilai Islami. Penelitian ini bertujuan untuk mengetahui gambaran umum film kartun Nussa Rara, Upin Ipin dan Riko The Series dan untuk mengetahui pesan nilai moral dalam film kartun tersebut. teknik analisis data dalam penelitian ini menggunakan metode analisis isi (*content*) dengan teknik analisis Ferdinand De Saussure dan instrumen penelitian ini berdasarkan Qur'an Surath Lukman (31) ayat 13-19. Hasil penelitian ini didapatkan pesan nilai moral yang terdapat pada film Nussa Rara (dengan Episode Tolong dan Terimakasih, Di Rumah Aja, Adab Menguap, Cuci Tangan dan Jangan Sombong), Upin Ipin (dengan Episode Raya Penuh Makna, Penjaga Baru, Hidup Bergaya dan Kartunis Legendaris) dan Riko The Series (dengan Episode Sholat Awal Waktu, Adab Sebelum Ilmu dan Pagi yang Indah) yaitu film kartun Nussa Rara termasuk dalam nilai moral aspek kognitif dan afektif, film kartun Upin Ipin termasuk dalam nilai moral aspek kognitif, psikomotor dan afektif dan film kartun Riko The Series termasuk dalam nilai aspek kognitif dan psikomotor. Film kartun Nussa Rara, Upin Ipin dan Riko The Series sangat dianjurkan untuk terus ditonton oleh anak-anak karena terkandung nilai moral sesuai dengan ajaran agama islam.

Kata kunci: Nilai moral, anak usia dini dan film kartun Nussa Rara, Upin Ipin dan Riko The Series

**ANALYSIS OF MORAL VALUE MESSAGE IN CARTOON FILMS
NUSSA RARA, UPIN IPIN DAN RIKO THE SERIES**

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ABSTRACT

Moral decline in children is one of them due to the lack of education shows for children so that children watch shows that is not good for their age. The presence of Film cartoons Nussa Rara, Upin Ipin and Riko the Series comes as a solution to the anxiety of parents who lack educational questions for children and rarely cartoons that offer kindness, especially those that require Islamic values. This study aims to determine the general picture of the cartoon Nussa Rara, Upin Ipin and Riko the Series and to determine the message of moral values in the cartoon. Data analysis techniques in this study using the method of content analysis (*content*) with Ferdinand De Saussure analysis techniques and instruments of this study based on the Qur'an Surath Lukman (31) verses 13-19. The results of this study obtained the message of moral values contained in the film Nussa Rara (with episodes of Please and thank you, at home, Adab yawn, wash your hands and do not be arrogant), Upin Ipin (with episodes of Raya full of meaning, New Guard, stylish life and legendary cartoonist) and Riko the Series (with episodes of Prayer The beginning of time, Adab before Science and beautiful morning), namely Nussa Rara cartoon film included in the moral value of cognitive and affective aspects, Upin Ipin cartoon film included in the moral value of cognitive, psychomotor and affective aspects and Riko the Series cartoon film included in the value of cognitive and psychomotor aspects. Cartoon Nussa Rara, Upin Ipin and Riko the Series is highly recommended to continue to be watched by children because it contains moral values in accordance with the teachings of Islam.

Keywords: Moral values, early childhood and cartoon films Nussa Rara, Upin Ipin dan Riko The Series